



USAID
FROM THE AMERICAN PEOPLE

PUBLIC AWARENESS CAMPAIGNS FOR IMPROVING AIR QUALITY

WORKSHOP REPORT



TABLE OF CONTENTS

I	Introduction & Overview.....	3
2	Agenda.....	4
3	Presentations Summary.....	5
4	Recommendations from Group Discussions.....	10
5	Evaluation Summary.....	16
6	Possible Follow-on Activities.....	18
	Appendix: List of Participants.....	19

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development of the United States Government.

1 - INTRODUCTION & OVERVIEW

The United States – Asia Environmental Partnership (US-AEP), a regional program of USAID, in collaboration with the Centre for Science and the Environment (CSE) of India, organized an international workshop on 5 December in Agra, India entitled “Public Awareness Campaigns for Improving Air Quality”. The workshop was the first of its kind, providing an opportunity for practitioners in this area to share experiences with colleagues in the South and Southeast Asian regions. The workshop was organized as a side event one day prior to the start of the 2004 Better Air Quality (BAQ) conference in Agra sponsored by the Clean Air Initiative for Asian Cities (CAI-Asia), of which US-AEP is a member. BAQ is the largest annual forum in Asia for practitioners, scientists, advocates, donors, industries, and governments involved in air quality management in Asia.

The workshop was organized to provide assistance to NGOs and other practitioners working around the region on public awareness/outreach campaigns to promote improved air quality. The event was part of the support that US-AEP provides to regional air quality management initiatives, particularly through its partnership with CAI-Asia. The workshop aimed to assist partners in developing and implementing effective awareness campaign strategies, including how to deliver the message, identifying what has worked well in past campaigns and why, and sharing guidelines from successful campaigns. Three key themes which were presented as questions for group discussion:

- How do you build effective stakeholder coalitions for cleaner air?
- How can scientific data be used most effectively in public awareness/outreach campaigns?
- How do you ensure that public awareness/outreach activities lead to policy changes and behavior change?

Presentations on six selected public awareness projects from around the region focused on sharing lessons learned and generating recommendations for practitioners. Facilitated group work provided opportunities for all participants to discuss key themes, network, and compile information and tools needed to run successful campaigns. Evaluations indicated that 100 percent of participants felt the workshop was useful and they learned lessons they can apply in their home countries. A strong interest in additional workshops/training on this topic was shared by participants.

2 - AGENDA

TIME	SUBJECT / PRESENTATION	Presenters
12:00 – 13:00	Lunch - Registration	
13:00 – 13:15	Welcome & Introduction	Stanford Smith, US-AEP
13:15 – 15:00	<i>Presentation 1: "Right to Clean Air"</i> Campaign, Centre for Science and the Environment, India Q&A	Anumita Roychowdhury, Associate Director, Research and Advocacy, Centre for Science and the Environment, India
	<i>Presentation 2: Puerto Princesa Clean Air Program, US-AEP Philippines</i> Q&A	Ninette Ramirez, Program Specialist, US-AEP Philippines
	<i>Presentation 3: Kathmandu Electric Vehicle Alliance (KEVA) Project</i> Q&A	Bibek Chapagain, KEVA Country Coordinator, Nepal
	<i>Presentation 4: Community Led Environmental Awareness Network (CLEAN) project, Sri Lanka</i> Q&A	Prasad Mahindaratne, Research Assistant, Industrial Services Bureau, Sri Lanka
	<i>Presentation 5: Swisscontact Clean Air Project, Jakarta</i> Q&A	Veronika Rosalina, Clean Air Project – Swisscontact Indonesia
15:00 – 15:15	Coffee Break	
15:15 – 16:15	Group discussion/activities on workshop themes, e.g.: <ul style="list-style-type: none"> • How do you build effective stakeholder coalitions for cleaner air? • How can scientific data be more effectively in public awareness/outreach campaigns? • How do you ensure that public awareness/outreach activities lead to policy changes and behavior change? 	Facilitators: Stanford Smith, Suzanne Billharz, Pierre Beaulne, US-AEP
16:15 – 17:15	Group input on upcoming project: "Personal Exposure Monitoring: A Plan for Participatory Research and Creative Public Outreach", Indonesia	Swisscontact, University of Indonesia, US-AEP Indonesia
17:15 – 17:30	Wrap-up	US-AEP and CSE

3 - PRESENTATIONS SUMMARY

Right to Clean Air Campaign

Anumita Roychowdhury, Associate Director, Research and Advocacy, and Coordinator of the Right to Clean Air Campaign, Centre for Science and the Environment, India.

CSE is a public interest research and advocacy organization focusing on the problems of environmental degradation and the urgency of sustainable development.¹

Anumita Roychowdhury began the presentations portion of the workshop by introducing the key themes of the workshop, and providing a compelling overview of CSE's work in India to promote improved air quality. Using knowledge-based activism to generate public support and pressure the government to act has enabled CSE's Right to Clean Air Campaign to

influence public opinion, change government policy and generate government action to improve air quality. The CSE Campaign provides science-backed information to build public knowledge and informed opinion that, in turn, challenges the government to act.



Roychowdhury summarized the methods CSE uses to build public awareness about specific pollutants as well as specific solutions, such as the hazards of smog and diesel particulates and the benefits of CNG and tighter fuel standards. CSE supplies science-based facts to the media to keep issues visible,

foster public debate, support transparency, and build credibility. Scientific data is combined with dramatic images and messages about the health effects of air pollution.

Roychowdhury stressed the importance of building dialogue and engaging target groups. Examples include public dialogues about emissions-based taxation, emissions warranty, and vehicle inspection programs. The campaign has also provided technical support for the ongoing public interest litigation in the Supreme Court of India, helping achieve important decisions on air pollution control.

¹ For more information about the work of CSE on air quality, see their website at: <http://www.cseindia.org/apc-index.html>

Although CSE still faces challenges, such as low technical capacity among some civil society groups and the difficulty of sustaining public interest, the campaign has resulted in reductions in some air pollutants, and a stabilization of particulate matter. Roychowdhury stressed the need to constantly assess the impact of campaigns, refocusing when necessary and strategizing in order to carry the work forward.

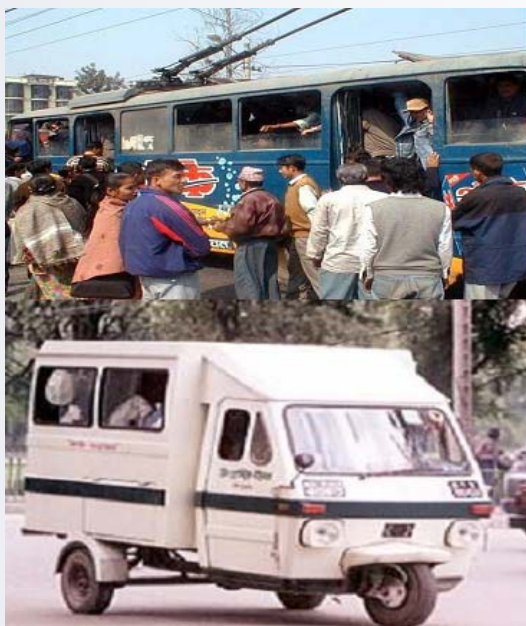


Puerto Princesa City Clean Air Program for Tricycles

Ninette Ramirez, Urban Specialist, US-AEP Philippines.

Ninette Ramirez shared the experience of a US-AEP supported project in the city of Puerto Princesa on the Philippine island of Palawan. The project, although still in an early phase, has achieved measurable, significant results: reduced

hydrocarbon and carbon monoxide emissions from three-wheelers in the city. Key to the project's initial success is a focus on public awareness and involvement. The leaders of the campaign, including government officials and donor groups, shared ideas and plans with numerous stakeholders during the planning and implementation phases of the campaign. Tricycle drivers themselves served as leaders in developing and supporting the Clean Air Program. Radio, TV and print materials helped launch the project and increase awareness of the health effects of vehicular emissions. These actions were effective in gaining wide support for the program and ensuring acceptance of the project's efforts to improve maintenance of three-wheelers, improve traffic management, promote adoption of more efficient technologies and enhance inspection and enforcement.



Kathmandu Electric Vehicle Alliance (KEVA) Project in Nepal

Bibek Chapagain, KEVA Country Coordinator, Nepal.

Nepal's KEVA project has raised public awareness and generated advocacy support to promote zero emission electric vehicles in Kathmandu. The KEVA approach has focused on catalyzing alliances of stakeholder agencies and organizations to plan the program, support policy and regulatory dialogue, and promote project objectives with the public and government. KEVA formed partnerships with local NGOs

to increase public awareness and strengthen the involvement of electric vehicle operators in developing policies for cleaner transportation. Key aspects of the public awareness component include:

- Supporting health impact studies, launching a media campaign, developing a resource center, and training for NGOs.
- Creating strategic alliances with local NGOs and local government agencies.
- Focusing on building awareness within key sectors, specifically the tourism industry and media.

Chapagain stressed the importance of including indoor air pollution as a significant public health hazard in public awareness campaigns, the need for NGOs and the medical community to work together to more effectively raise awareness of the health impacts of air pollution, and the value of involving the media in contributing to the project objectives via public service announcements.

Introduction to the Community Led Environmental Awareness Network (CLEAN) Project *Prasad Mahindaratne, Research Assistant, Industrial Services Bureau, Sri Lanka*



CLEAN is a nationwide program focused on environmental awareness, assessment, action and advocacy, with the objectives of involving school children/communities in environmental protection in sensitive areas and inspiring policy makers to take action on environmental issues. The concept behind CLEAN is that through awareness and understanding, these groups will

voluntarily act to improve environmental conditions and comply with existing laws and regulations. CLEAN activities have included involving students in the measurement of ambient air quality in four selected cities on a weekly basis and disseminating this data via public boards in prominent places.

The project has also conducted awareness programs for selected community groups including traffic police, pedestrians, students and members of the transport sector. Key lessons learned so far are that:

- School students are effective messengers.
- Increased awareness helps to mitigate environmental pollution.
- Technology can be useful as a “second face”.

Promotion of Inspection & Maintenance Systems in Jakarta

Veronika Rosalina, Clean Air Project – Swisscontact Indonesia.



The Swisscontact Clean Air Project in Jakarta provided an example of a public awareness campaign that focused on a very specific source of air pollution – poorly maintained vehicles. Begun in Jakarta, the project addressed vehicular emission mitigation, including the promotion of improved inspection and maintenance (I&M) of vehicles through outreach events (beginning in 1999). The outreach was initially focused on policymakers to increase their awareness of the need for I&M, and these activities were then expanded to the general public. The objectives were to improve awareness of the necessity and benefits (both environmental and economic) of better I&M programs, change public perception and behavior from corrective to preventative maintenance, and gain public support for greater implementation of I&M programs.

Specific target audiences were identified such as car owners, the media and workshop technicians. Activities included public relations events such as talk shows, press conferences, and distribution of promotional materials (stickers, leaflets, etc.). These activities helped to drive the issuance of a local government decree on private vehicle I&M in Jakarta, increase the number of cars being inspected, and support the official launching of a larger I&M program to the public. As a follow-up, a Clean Emission Appreciation forum was established to sustain the promotion of I&M. Members included 24 government, industrial, and commercial organizations. The lessons learned from the I&M outreach events are that:

- Direct outreach (e.g. free emission testing) was more accepted by the public.
- Involvement of a prominent public figure was necessary.
- Outreach through TV was more effective than through print materials (though TV messages must be tailor-made for certain air times and can be expensive).
- Endorsement by institutions (e.g. Swisscontact) was needed to sustain the initiative.

Recommendations to other practitioners included:

- Outreach messages must be focused and activities must be implemented in steps (from awareness to understanding to action).
- Target audiences should be segmented (e.g. car users).
- Awareness and outreach campaigns must be continued in order to sustain public attention.
- Campaigns should be coupled with activities that promote improved policy and enforcement.

Planning for Public Outreach of Personal Exposure Monitoring (PEM)

Project in Jakarta *Arie Istandar (Swisscontact) and Dr. Budi Haryanto (University of Indonesia)* A joint program between the University of California at Berkeley, USAEP, Swisscontact, and University of Indonesia.

This final presentation was shared at the end of the workshop following the group discussions described in the section below. The purpose of this presentation was to provide an opportunity for the participants to discuss a project that is still under development, utilizing both knowledge gained at the workshop and personal expertise to provide ideas and input into the planning process.

The project is a new joint initiative of several U.S. and Indonesian organizations involving research, outreach and advocacy. The initial phase will involve collaboratively gathering data in a participatory manner on exposure to air pollution among specific groups of people. Through use of an innovative mobile air quality monitoring unit or “backpack,” 120 volunteers will be organized into three groups (based on high, medium and low exposure to air pollution) to gather exposure data in different city locations such as in buses, along roadsides, etc. This information will be used to raise public awareness about actual exposure levels, and will be used to support analysis of current air pollution control policies.

The proposed plans for the public awareness component of the project are to disseminate the results of the exposure monitoring to specific target audiences, and get their support for improved policies and behavior changes. Anticipated activities include a road show, press conferences, radio talk shows, a documentary film, focus group discussions, and development and dissemination of advocacy print materials.

Following the presentation, additional feedback from the group was requested although the presenters indicated that they had already gained many ideas about how to improve the public awareness component of the project based on the workshop presentations and discussions. Ideas from the workshop participants included the suggestions that the team recruit celebrities or well-known politicians to participate in the project (e.g. by volunteering to wear the monitoring device). This could generate substantial media coverage, and potentially provide a “champion” for the project. Several people felt that the longer-term objectives and expected outcomes of the project needed to be clarified. Although there was not sufficient time to thoroughly discuss all aspects of the project, several individuals expressed interest in the novel approach of the project, and further communication is planned among interested parties.

NOTE: Please contact the presenters for complete copies of any of the presentations summarized above. Contact information for presenters and participants is provided in the Appendix below.

4 - RECOMMENDATIONS FROM GROUP DISCUSSIONS

After the presentations and a question and answer period, three break-out groups were organized. The groups were arranged to include a mix of representatives from NGOs, government, donors, media and other air quality management practitioners. The discussion groups were based on the three major themes for the workshop:



- How do you build effective stakeholder coalitions for cleaner air?
- How can scientific data be used more effectively in public awareness/outreach campaigns?
- How do you ensure that public awareness/outreach activities lead to policy changes and behavior change?

After each group discussed potential answers to these questions, a summary of each group's conclusions and recommendations were shared in the final plenary session. A summary of the outcome of each group's discussion is provided below as provided by the respective facilitators.

4.1 Summary of Group I Discussion: "How do you build effective stakeholder coalitions for cleaner air?"

Facilitator: Pierre Beaulne

Participants in this group shared their thoughts on how best to build effective coalitions, drawing upon successful approaches they have used. The group then synthesized the discussion into key recommendations for groups attempting to build and sustain coalitions working towards cleaner air. The key recommendations included:

- 1) **Identify Potential Stakeholders:** The initial phase of developing an effective coalition should involve identifying and bringing together the broadest possible group of interested stakeholders.
- 2) **Identify a Common Objective:** It was noted that the diverse representation within coalitions, inherent in their nature, requires a common interest to bind their efforts. A key element to finding a common objective involves active, genuine listening to the views of others.

- 3) **Establish a Representative Working Group:** Since some coalitions may be quite large, it was suggested that a representative working group (endorsed by the coalition members) be established to carry out the efforts underway.
 - a. The Working Group (WG) should be tasked with developing a proposed plan to effect desired changes for endorsement by coalition member groups.
 - b. Following endorsement of a plan, the WG should assign responsibilities to carry out the efforts – not necessarily only among WG members, but also including other coalition members.
 - c. The WG should monitor and review the plan, as required.
- 4) **Prioritizing Issues:** Throughout the process of developing and implementing a plan it was noted that there will be times when a coalition member's particular interests may not be deemed a priority. It was recommended that these issues be addressed and integrated into future efforts in order to sustain the coalition's cohesiveness.
- 5) **Working Cooperatively:** The need to recognize different interests and agendas while working cooperatively was emphasized.
- 6) **Utilizing Media:** While the use of media to build coalitions was not explored exhaustively, it was noted that a two-way relationship exists that must be understood and used effectively to enhance the efforts of a coalition.

4.2 Summary of Group 2 discussion: “How can scientific data be used more effectively in public awareness/outreach campaigns?” Facilitator: Suzanne Billharz

The results of this discussion group are summarized into a set of priority recommendations followed by key comments generated from the discussion, and finally a list of some special challenges. The group developed two main recommendations to use scientific information more effectively in campaigns:

- 1) **Source scientific information and ensure that the information is thoroughly understood before defining campaign goal(s).**
 - It is useful to develop a network of experts, both individuals and institutions, to help identify and understand scientific data. Institutions may include scientific, medical, corporate, government, academic or NGOs.
 - The process should include ways to link science with analysis and improvement of current policies, building of public awareness, and ultimately the development of an action plan to remedy weak policies.

2) **Communicate science to different target groups.**

- Identify target groups and design appropriate outreach materials. Target groups may include the general public, policymakers (executive, judicial, and legislative), industries, students and media.
- Outreach mechanisms:
 - Keep messages simple, consistent and provocative.
 - Outline the problem, define costs and options, and provide solutions.
 - Enable the judiciary to act.
 - Show that protecting the environment makes good business.
 - Raise awareness through participatory and/or voluntary methods and through school curriculum.
 - Develop stories for use in the campaign.

The general group discussion produced the following comments/advice:

1. Keep things simple. This includes using simple language in the campaign message(s) and attempting to relate the message(s) to personal experiences of the target audience.
2. Segment the target audience in order to develop appropriate campaign strategies.
3. Test the message first, often called “shadowing”.
4. Use science strategically for campaigns based on needs.
 - a. Source scientific data to help establish credibility for the development of a subsequent action plan:
 - Use NGOs that have mixed skills – balance research and communication.
 - Develop networks of scientists and other experts on air pollution and public health.
 - b. Set targets that are measurable and that are linked to science.
 - c. Tailor the message(s) to policymakers and to stakeholders.
 - Once attention is obtained from target groups, continue to feed them with more scientific data to sustain the drive for policy changes as well as awareness raising.

In the discussion group, participants from Indonesia and Sri Lanka also shared their experiences in using scientific data in campaign programs. For example, a representative from the University of Indonesia indicated that:

- Local scientific data (from Indonesia) is important. Policymakers respond to it, while they tend to not respond to data from other countries.
- It is important to communicate to teachers and parents as well as scientists and researchers.

Participants from Sri Lanka meanwhile noted that:

- Because participants may be giving up their work time to help in a program or campaign, they need to see immediate results/benefits of their participation in order for them to continue their support
- It is useful to give police face masks, and give schools information.
- It is important to provide incentives.
- It is useful to use filter paper to illustrate air pollution from particulate matter.
- Air quality and epidemiological evidence are needed.
- Separate institutions should gather air quality and health data, but the important step is correlating these factors.

The group also noted special challenges that may need to be addressed:

- How to use science to fight misinformation?
- As technology evolves and deeper technical understanding is required, how to manage and “repackage” information for the general public to ensure that public outreach is properly addressed and maintained?
- How to obtain and sustain funding for communication and outreach?

4.3 Summary of Group 3 discussion: “How do you ensure that public awareness/outreach activities lead to policy changes and behavior change?” Facilitator: Stanford Smith

The group discussion began with each participant describing how he/she would answer the question based on his/her personal experiences. After listing the various answers to the discussion question, the group then tried to reach consensus on five key strategies to ensure that awareness/outreach campaigns actually result in policy changes or behavior change, and consequently improved air quality. The main recommendations were:

1. The campaign should **link air pollution to human health**. This helps personalize the message and make it more relevant to individuals. It can be done in a variety of ways, from testing blood lead levels, for example, to disseminating the results of research studies around the world on the health effects of air pollution. There are many sources of information, such as the Health Effects Institute in the USA.²
2. Programs should **demonstrate alternative solutions**. It is more likely that people will act on air pollution issues if viable new solutions are demonstrated. It’s easier to see what is possible if an example is seen or explained: for example, viable mass transportation projects like bus rapid mass transit systems in Colombia, clean fuels (CNG in Delhi), or alternative low-emission or zero emission vehicles (in Nepal).

² For more information see: www.healtheffects.org

3. It is important to not just increase awareness, but **develop public pressure**. Keeping in mind the process of moving from “awareness” to “understanding” and then to “action,” campaigns must move beyond raising awareness to promoting specific actions. Some campaigns, for example, specifically ask the public to lodge complaints with the government, or events are organized to demand specific changes to policy or improvements in implementation of laws and regulations.
4. An effective way to ensure action is to **build coalitions, networks, and institutional partnerships**. These may include civil society groups, industry associations, prominent figures, the media, medical professionals, etc. A good example is the Coalition for Unleaded Gasoline (KPBB) in Indonesia. KPBB’s campaign coordinated with an unlikely coalition of government, private sector and NGO players to pressure the Indonesian government to phase out leaded gasoline.³
5. **Use of the mass media** can be very effective, particularly TV, and particularly during prime time if it is feasible (though sometimes it is not because of the cost). Opportunities to leverage free or discounted media space are useful – it is often possible to get information put into news programs, for example. Journalists and other media representatives should be involved in campaigns from the beginning if possible to inform them of the campaign objectives and rationale, and also get media input and assistance with communicating messages.

In addition to these strategies, many additional responses related to this question/issue were shared at the workshop, including the following recommendations:

- Campaigns should be **focused and issue-oriented**. The more focused the campaign, the more likely it is that a result can be achieved.
- Awareness **campaigns should have a scientific basis**. This provides credibility, but the information must be shared in a way that can be understood by non-scientists.
- It can be more effective if the program/campaign **focuses on specific policymakers, political bodies and industries**. Individual politicians, for example, can be strong advocates to influence other policymakers or the general public, or directly change policy or improve/enforce implementation of existing regulations/laws. Focus on specific industries such as automobile manufacturers, bus companies, three-wheeler drivers or fuel producers as partners, and show potential benefits to their industry to increase their motivation. Alternately, highlighting the causes of air pollution from specific industries can result in pressure to improve standards and make companies more accountable for air pollution.

³ For more information see: http://www.kpbb.org/index_e.htm, and www.usaep.org/accomplishments/countries/indonesia.html

- In order to assist with policy development, it can be useful for NGOs or other interested organizations to **develop draft policies or position papers** to share with policymakers and other stakeholders. These position papers are often used as a beginning or basis for actual policy.
- **Dialogue with the government** can be very useful. Government should be seen as a key stakeholder and not always as the “enemy.” Often collaborative efforts are more effective, though this is not always possible. Involve law enforcement representatives when undertaking policy dialogues.
- For campaigns to be effective, it helps to **dramatize the issue** – use tactics such as a “human chain” for example, or visual representations of the effects of air pollutants on unborn children. Events can be organized to publicize a program’s objectives.
- **Recruit a “champion”** – a popular figure such as a politician or singer/actor that will support your campaign and provide a tool for raising greater public awareness and influencing policymakers.
- **Focus on both the harm of air pollution and the potential benefits** from improved air quality. Both incentives and disincentives may be needed depending on the circumstances and the individuals/groups involved. For example, government incentives to switch to cleaner fuels or cleaner technologies can improve the adoption of these cleaner options. When governments more fully understand the health costs and risks associated with air pollution, they may be more likely to act in a preventative way.
- It can be effective to **involve polluters** such as the automobile industry, three-wheeler drivers, or the gas and oil industries in your program. Quite often these stakeholders are more open than expected to supporting greater awareness and cleaner air initiatives. For example, some car manufacturers build in advanced catalytic converters, and low quality fuel can damage these converters, so they are motivated to advocate that governments implement or enforce higher quality, and thus cleaner, fuel standards.

5 - EVALUATION SUMMARY

An evaluation form was completed by participants at the end of the workshop. The evaluation form sought to:

- Find out if the workshop proved useful for the participants;
- Identify which topics were most relevant for participants; and
- Identify topics that were not covered and which participants would like to see covered in any future workshops.

1. The first evaluation question asked participants was, “*Did you find this workshop useful? Why or why not?*” All responses were positive. It is clear from the comments that the workshop provided a unique opportunity for learning and sharing among practitioners, advocates, media representatives, and project managers. Responses to this question included the following:

“Yes, especially the discussions. I found recommendations that can actually work through the experience of other countries/cities.”

“I found the workshop extremely useful. Most of the presenters are from our region, and more or less equal in socio-economic context. So that sharing of experiences was very worthwhile.”

“Yes, a very good way to conduct regional consultation and regional networking.”

“Very useful, especially for bringing out the relevance of civil society action and its specific role.”

2. The second question was “*What topics of the workshop were most relevant to your work?*” Comments were varied but the vast majority felt that one or more of the topics was relevant to their work. Although there was no single topic listed by a majority of participants, the most common responses were:

- Building effective stakeholder coalitions;
- How to use public awareness to bring about changes in policy;
- How to use communication to bring about behavior change;
- The idea of a “right to clean air.”

3. The third question was “*Are there any public awareness topics or issues which you would like to see addressed in future workshops?*” Again, responses varied, and no one topic was selected by a majority of participants. Some of the most common responses were:

- How to develop a media strategy.
- Funding/sustainability issues.
- How to measure public perception or effectiveness of a campaign on air pollution.
- Fuel alternation and its effects on air pollution.
- Ways to get governments involved.

A final section asked for any additional comments. Most participants had no further comments, and of those that did, many were favorable assessments of the usefulness of the workshop. Some participants indicated the need for more time to really address all the relevant aspects of public awareness campaigns and air pollution. A full day program was suggested and there were a few specific requests for “continued discussions/consultations” and more “sharing of successes and failures.”

Based on discussions with participants following the workshop, it appears that none of the participants had previously participated in any kind of regional training or dialogue on this issue. Most operate in relative isolation, focusing on local challenges. The opportunity to share experiences and recommendations, and compare initiatives was clearly appreciated, though a half day workshop was not sufficient to adequately cover the topics of interest to the attendees.

6 - POSSIBLE FOLLOW-ON ACTIVITIES

Based on the discussions, evaluation results, and comments that were shared at the workshop, it is apparent that there is a high level of interest among the participants in this type of regional information sharing, and that there is a strong desire for building upon this initial workshop through additional training and networking. While some participants already have started to develop more formal communications, and in one instance a study exchange is being discussed between representatives of two projects, much more could be done to facilitate dialogue, share expertise and knowledge, and support the growing number of public awareness initiatives in the region focused on air quality.

The option most commonly requested was a follow-on regional workshop of 1-2 days providing more in-depth training, opportunities for sharing experiences, and additional discussions on communications and public outreach strategies to improve air quality.

Topics for more in-depth training and discussion could include:

- Developing media partnerships, planning effective strategies to involving the media, and evaluating the cost effectiveness of various mass media options.
- How to measure health impacts from air pollution, and how to most effectively use health data to increase public understanding of health risks/consequences.
- How to work with governments, and/or deal with them to ensure development of better policies/regulations and enforcement of policies/regulations.

Another option that was mentioned, but which would require greater resources and time is development of a structured regional network of practitioners. This would be of great benefit to the currently isolated projects currently underway, but would require the support of a regional organization or mechanism and commitment at the various country levels. At minimum, this could be a topic of discussion if another regional workshop on public awareness campaigns and air pollution is undertaken.

APPENDIX: LIST OF PARTICIPANTS

Approximately thirty five persons attended the workshop from nine countries. The Exchange Program for Sustainable Growth (EPSG), a mechanism of US-AEP administered by the Institute for International Education, provided financial assistance for many of these participants to attend the workshop and the subsequent BAQ conference. Contact information is provided where available.

Ms. Diahwati Agustayani

Ministry of Environment
Jakarta, Indonesia
Diah_wati@menlh.go.id

Mr. C.K. Amaratunga

Central Environmental Authority
Sri Lanka
ck@cea.lk

Mr. Orestes Anastasia

Thailand Program Manager
US-AEP Thailand
Tel: +66 (2) 263-7468
oanastasia@usaid.gov

Mr. Akhtar Hossain Babu

Society for Urban
Environmental Protection
Dhaka, Bangladesh
suep@hrcworks.com

Mr. K. Balakrishna

US-AEP India
Northern Region Director
Delhi, India
kbalakrishnan@usaid.gov

Mr. R. Balasubramanian

Director, The Concert
Pune, India
concerttrust@hotmail.com

Mr. Pierre Beaulne

Senior Communications Manager
US-AEP/TSSC
Bangkok, Thailand
Tel: +66(2) 632-1699
pbeaulne@usaep.th.com

Ms. Suzanne Billharz

Indonesia Program Manager
US-AEP Indonesia
Tel: +62 (21) 34359469
sbillharz@usaid.gov

Mr. Bibek Chapagain

Nepal Country Coordinator
Nepal Electric Vehicle Alliance
Kathmandu, Nepal
Tel: +997 (1) 4467087

Ms. Nursila Dewi

Reader's Digest Indonesia
Jakarta, Indonesia
silasoesilo@yahoo.co.uk

Chiransibi Gautaia

ESPS/MOPE
gautaia@espsmope.com

Mr. Iqtidar Ali Gilani

Reporter: The Nation
Lahore, Pakistan

Mr. Budi Haryanto

Faculty of Public Health
University of Indonesia
Indonesia
Tel: +62-21-786-3479
bharyant@cbn.net.id

Mr. Arie Istandar

Clean Air Project
Swisscontact
Jakarta, Indonesia
Tel: +62-21-739-4041
Istandar@swisscontact.or.id

Ms. Joy Abelardo-Jochico

Philippines Country Manager
US-AEP Philippines
Tel: +63 (2) 552-9830
mjochico@usaid.gov

Mr. Manop Khlaibundit

Land Transport Department
Bangkok, Thailand
manopkbol@hotmail.com

Ms. Linda Krisnawati

Ministry of Environment
Jakarta, Indonesia
Tel: +62-21-8591-1207
lkrisnawati@yahoo.com

Mr. Prasad Mahindaratne

Research Assistant - CLEAN Project
Wayamba Integration for Growth & Sustainability
141, Kandy Road
Kurunegala
Tel: 037 - 2223721-3
prasadm@isb.lk

Mr. Ari M.A.

Swisscontact
Jakarta, Indonesia
ari@swisscontact.or.id

Ms. Tezza Napitupulu

Pelangi
Jakarta, Indonesia
Tel: +62-21-7280-1172
tezza@pelangi.or.id

Ms. Vijaya Palaende

Nirdhar
Pune, India
Nirdhar2002@yahoo.com

Ms. Amelia Rachmatunisa

Ministry of Environment
Jakarta, Indonesia
Tel: +62-21-8590-6678
Amelia@menlh.go.id

Mr. Amitabh Ray

PADCO, India
ray_amitabh@vsnl.com

Ms. Ninette Ramirez

Industry Specialist,
US-AEP Philippines
npramirez@mozcom.com

Ms. Veronika Rosalina

Swisscontact
Jakarta, Indonesia
veronica@swisscontact.or.id

Ms. Anumita Roychowdry

Associate Director, Research
and Advocacy Centre for Science
and Environment
41, Tughlakabad Institutional Area
New Delhi 110062
Tel: 91-11-29955124, 29955125, 29956394
Fax: 91-11-29955879, 29955870
Email: anumita@cseindia.org

Beth Roxas

Environmental Broadcast Circle
Philippines

Mr. Ahmad Safrudin

KPBB (Joint Committee for Lead Phase-Out)
Jakarta, Indonesia
Tel: +62-21-3190-6807
puput@kpbb.org

Jovinee Sagun

Puerto Princessa
Philippines

Ms. Hansa Sanguanno

Anti-Air Pollution & Environmental
Protection Foundation
Thailand
antiair@lemononline.com, hansas@cheninno.co.th

Mr. Stanford Smith

US-AEP/TSSC Regional Manager
Bangkok, Thailand
Tel: +66(2) 632-1699
ssmith@usaep.th.com

Mr. Ben Stoner

PADCO Nepal
BStoner@padcoinc.com

Kitti K. Suntornwat

Bangkok Mass Transit Authority
Bangkok, Thailand
mrkitti@hotmail.com

Mr. Paul Violette

US-AEP/PADCO
Bangkok, Thailand
+66 (2) 6518826 x121
violette@asianet.co.th